

What is claimed is:

1. A kit for providing a web material wound in a roll, the kit comprising components of:
 - a) at least one roll of a convolutely wound web material, and
 - b) at least one roll-support adapter capable of supporting the roll and capable of interfacing with a roll-holding fixture having a first single roll capacity, wherein the combination of the roll-support adapter and the roll holding fixture has a single roll capacity greater than the first single roll capacity.
2. A kit according to claim 1 comprising a plurality of rolls of a convolutely wound web material.
3. A kit according to claim 1 wherein the wound web material comprises a width and spaced apart lines of weakness generally transverse to the width.
4. A kit according to claim 1 wherein the web material comprises a paper material.
5. The kit according to claim 1 wherein the roll and the roll-support adapter are provided in a single package.
6. The kit according to claim 5 wherein the roll comprises a hollow core and the roll-support adapter is disposed within the hollow core.
7. The kit according to claim 5 wherein the roll-support adapter comprises a carrying handle for the package.
8. The kit according to claim 1 wherein the roll-support adapter is disposed within an adapter container.
9. The kit according to claim 8 wherein the adapter container is disposed within the core of the roll.
10. The kit according to claim 1 wherein at least one kit component comprises an indicia.
11. A kit comprising components of:
 - at least one roll of convolutely wound web material,
 - at least one roll-support adapter capable of supporting the roll and capable of interfacing with a roll-holding fixture having a first single roll capacity,
 - wherein the combination of the roll-support adapter and the roll holding fixture has a single roll capacity greater than the first single roll capacity,
 - an adapter container, and
 - a package,
 - wherein at least one kit component comprises an indicia.
12. A method of marketing convolutely wound web materials, the method comprising steps of:
 - a) providing at least one roll of convolutely wound web material,

- b) providing at least one roll-support adapter capable of interfacing with an existing roll-holding fixture having a first single roll capacity and capable of supporting the roll of convolutedly wound web material, wherein the combination of the roll-support adapter and the roll holding fixture has a single roll capacity greater than the first single roll capacity, and
 - c) providing the roll and the roll-support adapter as components of a kit.
13. The method according to claim 12 wherein step of providing at least one roll of a convolutedly wound web material comprises providing a plurality of rolls of convolutedly wound web material.
 14. The method according to claim 12 wherein the step of providing a web material comprises providing a paper web material.
 15. The method according to claim 12 wherein the step of providing a web material comprises providing a web material comprising spaced apart lines of weakness generally transverse to a width of the web material.
 16. The method according to claim 12 further comprising a step of providing information regarding the quantity of web material comprising the roll.
 17. The method according to claim 12 further comprising a step of providing information regarding the inclusion of the roll-support adapter and the use of the roll-support adapter.
 18. The method according to claim 12 further comprising a step of marking at least one kit component with indicia.
 19. The method according to claim 18 further comprising a step of marking a second kit component with similar indicia.
 20. The method according to claim 12 wherein the step of providing the roll and the roll-support adapter as a kit further comprises steps of:
 - providing a first package comprising at least one roll of material,
 - providing a second package comprising at least one roll-support adapter, and
 - providing a means whereby the first package and the second package may be acquired at the cost of either the first package or the cost of the second package.